

Toluna Acquires Crosssense, Provider of Permission-Based Digital Tracking Solution

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Toluna, leading provider of on-demand, real-time digital consumer insights, announces the acquisition of Israeli-based company, Crosssense from Nielsen's innovation incubator; Nielsen Innovate. The Crosssense team will join Toluna's R&D center in Haifa, Israel.

Crosssense provides a unique permission-based digital tracking solution that delivers insight into cross-platform digital behavior. Crosssense provides customers with an understanding of connected consumer behavior from video and music consumption to ad exposure and e-commerce shopping across devices.

"At Toluna we are committed to providing customers with high-value insight, accessible in real-time," says Frédéric-Charles Petit, CEO, Toluna. "Crosssense data provides unrivaled depth of information via the Toluna digital consumer insight platform. This offering will change the way marketing decisions are made."

"Crosssense technology can supplement self-reported information and cover online and mobile activities across digital platforms," says Frank Smadja, Executive Vice President, Engineering for Toluna.

"We're excited to join the team at Toluna, and to work together to build the next generation of tools for uncovering digital consumer insights in real-time. Toluna capabilities and vision are a perfect fit for our unique technology to understand consumer behavior through digital tracking," Tsahi Ben-Yosef, CEO and Co-founder, Crosssense.

"We at Nielsen Innovate are pleased at Toluna's decision to acquire Crosssense. Their unique solution and forward-thinking team combined with the growing demand for digital tracking solutions suggests this is just the beginning for Toluna and Crosssense," says Bruce Haymes, Managing Director, Nielsen Ventures, and a member of the Nielsen Innovate Board of Directors.

About Toluna

Toluna is a leading provider of real-time digital consumer insights and empowers companies to brainstorm ideas, uncover new business opportunities and answer their questions in real time. Toluna is transforming the way marketing decisions are made by bringing consumers and brands together via the world's largest social voting community of 10 million members across 59 countries. This real-time access to consumers is coupled with its state-of-the-art, market research survey and analytics platform. Toluna has 19 offices in Europe, North America, Asia Pacific, and MENA. For more information, please visit corporate.toluna.com.

About Crosssense

Crosssense is a single-source permission-based digital tracking solution which allows unprecedented insight into internet services usage, by passively collecting granular individual traffic in real time. Crosssense was acquired from Nielsen Innovate by Toluna in July, 2016.

About Nielsen Innovate

Nielsen Innovate is an early stage technological incubator licensed by the Chief Scientist of Israel. It operates as an incubator and early stage investment fund focused on marketing innovation, data, analytics, market research, marketing and advertising solutions, eCommerce and retail technologies, and new media forms. It was launched in 2013 by Nielsen.

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